

Customer Orientation as a Key Factor in the Strategic Management of Information Centres

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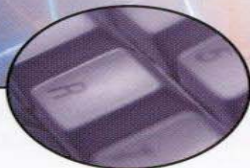
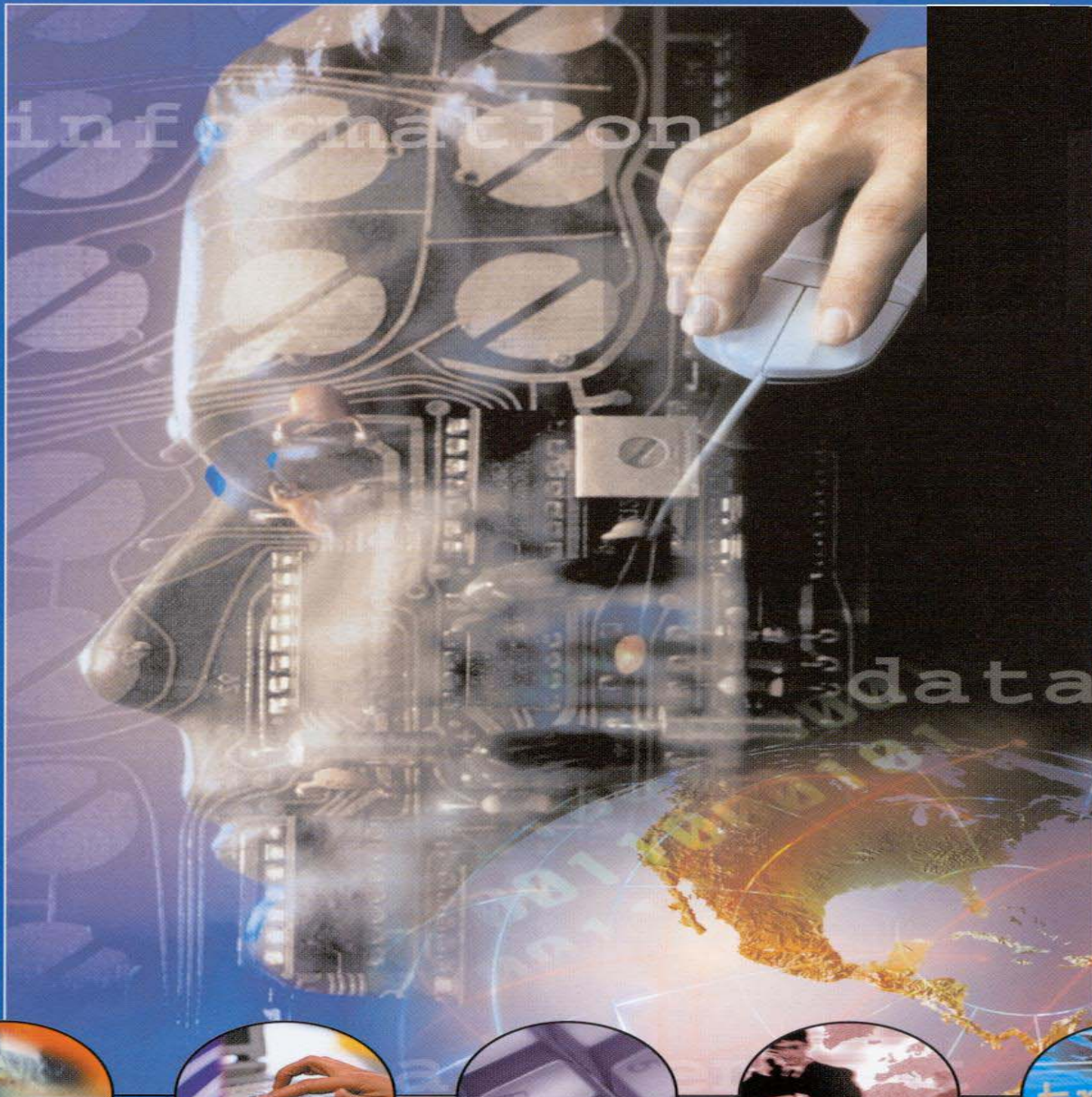
Singapore, March 2nd, 2005



1. Introduction
2. What is Marketing?
3. Library Typology and Customers
4. Characteristics of Special Libraries
5. Customer Relationship Management
6. The Juelich Perspective
7. Information Services and Products
8. Summary









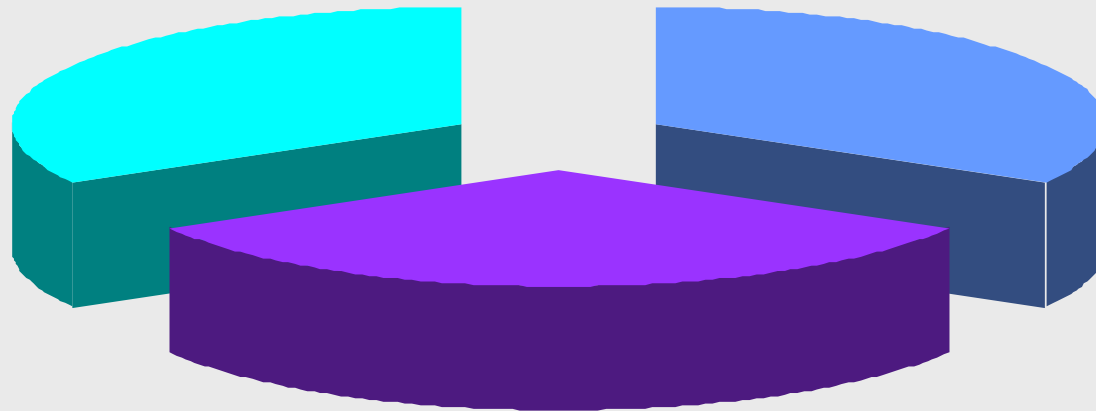
Variety of Media

Electronic Media

- Multimedia
- Floppy discs
- Online information
- DVD
- CD-ROM

Print Media

- Journals
- Books
- Loose-leaf



Microforms

- Microfiche
- Microfilm
- Microcard



Traditional Library

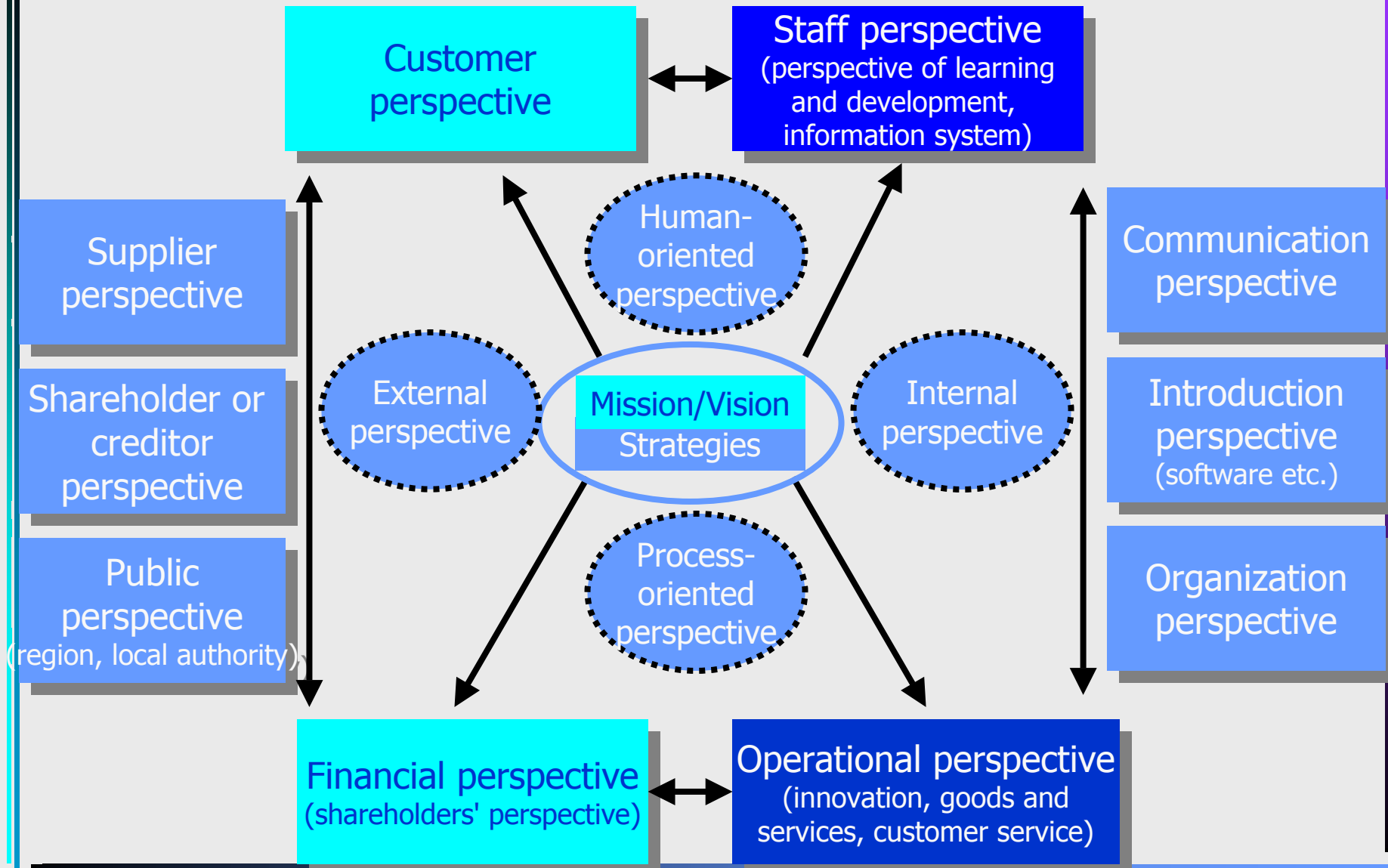
- Repository for books
- Mainly print holdings
- Traditional processing steps
- Central access to information tools

Electronic Library

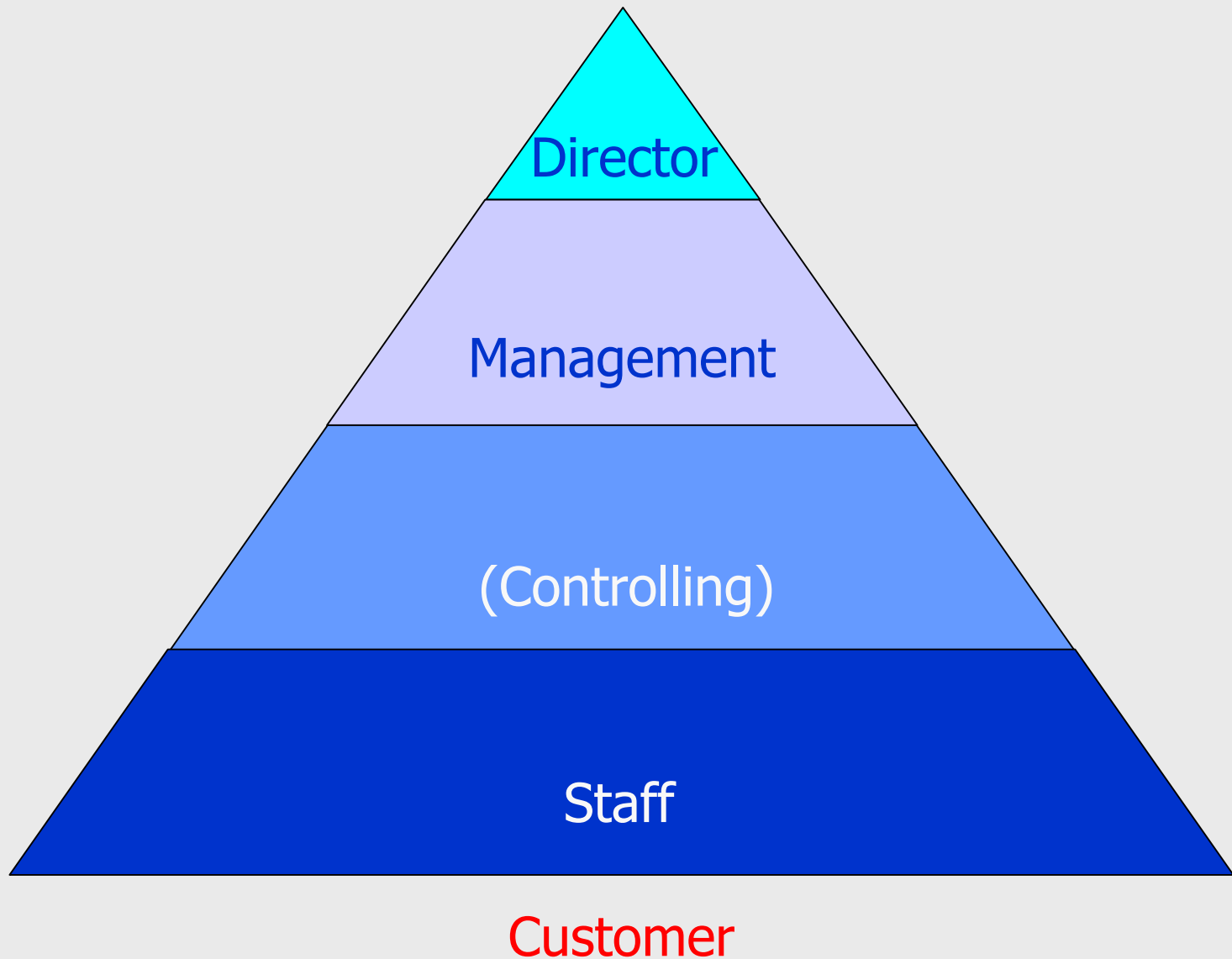
- Mix of print and electronic media
- Flexible processing steps
- Decentralized access to information tools
- New management

Perspectives of the Balanced Scorecard

- The Most Important Corporate Goals -

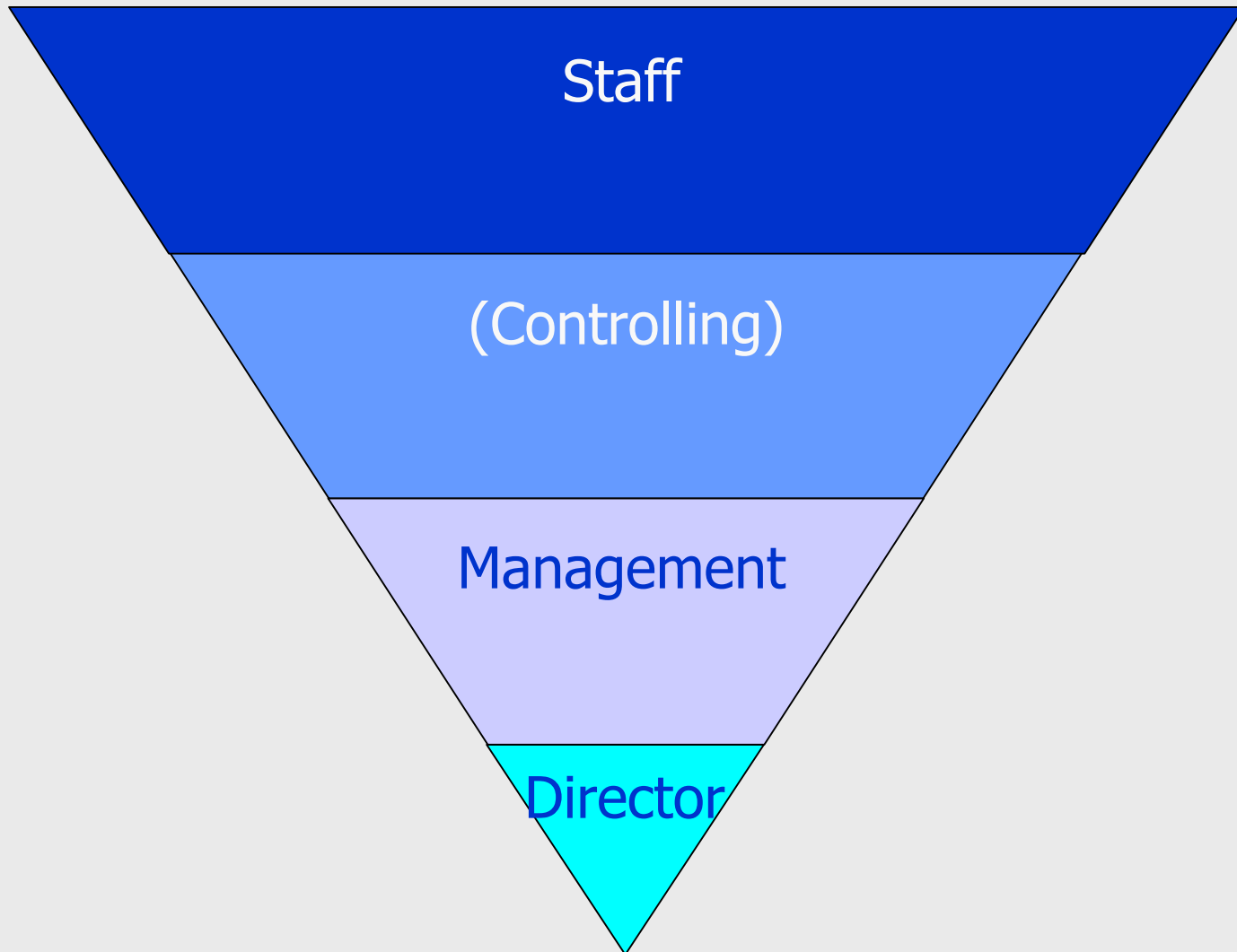


Classical library hierarchy



Inverted library hierarchy

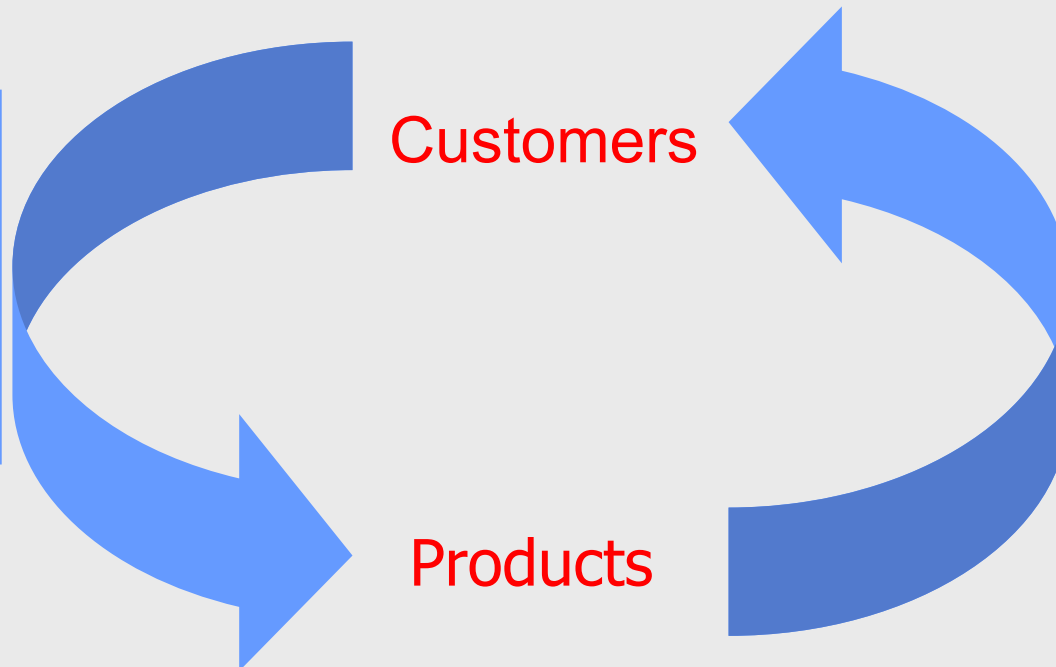
Customer



Definition of Customer Relationship Management

"CMR is defined as the design, preparation, continuous maintenance and monitoring of efficient customer orientation and customer retention"

Instead of finding customers for the products...



.....develop products and services for the customers!!!

New perspectives??...!!!





Library Marketing is:

- Defining the tasks of a library facility
- Identifying the requirements of users and nonusers
- Regulating and incorporating the library's own range of services
- Examining efficiency and effectiveness in providing services



What To Do

- Data acquisition and interpretation
- Range of services
- Pricing
- Market cultivation
- Distribution



Library Marketing: Tasks

Market analysis

- Library customers
- Market competitors
- Pricing policy

Resource analysis

- Range of services, holdings
- Demand situation
- Publicity
- Distribution policy
- Communication policy



The various types of libraries and their specific user groups / task groups

Public libraries

Research libraries

General libraries

Special libraries



Library Types I

General libraries

- National libraries
- Regional libraries
- University libraries

Public libraries

- Local authorities
- Church organizations



Bonn, regional library

Library Types II

Special libraries

- Libraries of associations, societies
- Libraries in churches, government authorities, state parliaments
- Libraries in museums, research institutions etc.
- Department libraries at universities with special collections

Central Library of
Research Centre Jülich



Requirements of our task group



Scientist's position

- rapid results
- industry-oriented
- innovative
- cost-conscious

Library's position

- rapid provision of information
- latest research data
- to the scientist's place of work
- physical processing according to individual needs



Characteristics of special libraries

Mix of media:

- Monographs and periodical articles
- Historical content stored on traditional media (microforms)
- Electronic information, e-journals, databases
- Further online information
- “Grey literature”



Characteristics of special libraries

Collection profile:

- Few media of general interest
- Small textbook collection
- Limited number of special subjects
- Comprehensive coverage of the special subject areas
- Collection of national and international literature
- Collection of very specialized books
- High-quality cataloguing of the holdings



Characteristics of special libraries

Range of services :

- Dissemination and exploitation of information
- Literature supply
- Documentation
- Creating the knowledge space
- High standard of support
- Publishing activities
- Support controlling activities by higher management
- Expanding the sphere of library activities
- Archiving
- Determination and maintenance of efficiency parameters
- Providing value-added information



Characteristics of special libraries

Staff qualifications:

- Know the fields of activity of the parent company
- Identify and satisfy information requirements
- Market value-added information
- Convince executives of the importance and significance of information services



Characteristics of special libraries

Features of activities/services I:

- pioneers in the creative utilization of new technologies
- first to use modern communications technology
- high impact of cost factor
- availability of information may decide the fate of the operating organization



Characteristics of special libraries

Features of activities/services II:

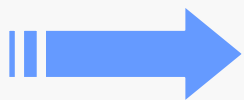
- Great importance of professional and relevance-verified information
- Great importance of targeted provision of information (i.e. correct information at the right time for the relevant person)
- Flexibility through continuous adaptation to the corporate goal



Characteristics of special libraries

Organizational structure:

- Flexible structures
- Appropriate know-how
- Good technical boundary conditions
- Lean structures/flat hierarchies
- Organizational structure



*rapid, flexible action
and response to changes*



The World



Europe



Location of the Research Centre in Germany

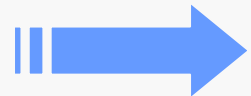




Science and Research in Germany - Some General Remarks

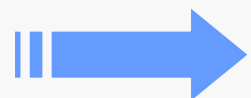
- Industrial Research
- Academic Research
- State Research and Private Non-profit Organizations

Federal Government:



Research

Federal State level:



Education, Science



Public Funding of Research and Science

Funded by the respective federal state alone

- All universities

Jointly funded research institutions

- Helmholtz-Association of National Research Centers
Overall budget: approx. 3.7 Billion €
- Fraunhofer Society
Overall budget: approx. 1.4 Billion €
- Wilhelm-Leibnitz-Community
Overall budget: approx. 1.2 Billion €

Federal Government funded only

- Max Planck Society
Overall budget: approx. 2.1 Billion €



Helmholtz Association of National Research Centres

15 institutions (scattered throughout Germany)

Fields of research

- Energy
- Earth and Environment
- Health
- Key Technologies
- Structure of Matter
- Transport and Space



Helmholtz Association of National Research Centres

Strategy

- Long-term research goals
- Internal coordination and cooperation
- Establishment of fixed-term, issue-oriented research groups
- Cooperation with universities

Research Centre Juelich, Germany



The Central Library





The Central Library

- Special library for scientific and technical information (STM)
- Responsible for the acquisition and provision of all kinds of media and information required at the Research Centre
- Provides a lot of add-on services:
 - scientific publications for the Research Centre
 - press clipping service
 - bibliometric analysis
 - translation service



Collection Profile

- Structure of Matter and Materials Research
- Information Technology
- Life Sciences
- Environmental Precaution Research
- Energy Technology



Collection Size

190,000 printed books

500,000 reports
(paper, microfiche, microcard)

1,700 licensed electronic journal titles

21,000 electronic journal titles accessible

300 databases



Central Library

Position and Services

Central service facility for:

- acquisition of literature
- cataloguing
- documentation
- document delivery

Supplies all staff members:

- R&D
- infrastructure
- diploma candidates, doctoral students, trainees



Central Library

Services and Information

Traditional services

- General information
- Document delivery
- Documentation
- Publishing activities
- Acquisition of literature

Electronic information

- OPAC
- CD-ROM network
- Information on WWW
- E-journals
- On-line searches



Central Library

Our activities for customer relationship management

- Attractive presentation of literature in the Reading Room
- Institute libraries
- Contacts via the subject specialists
- Outreach service
- Newsletter
- Regular training courses (databases)
- Bibliometric studies

CRM: Attractive Reading Room



CRM: Attractive Reading Room



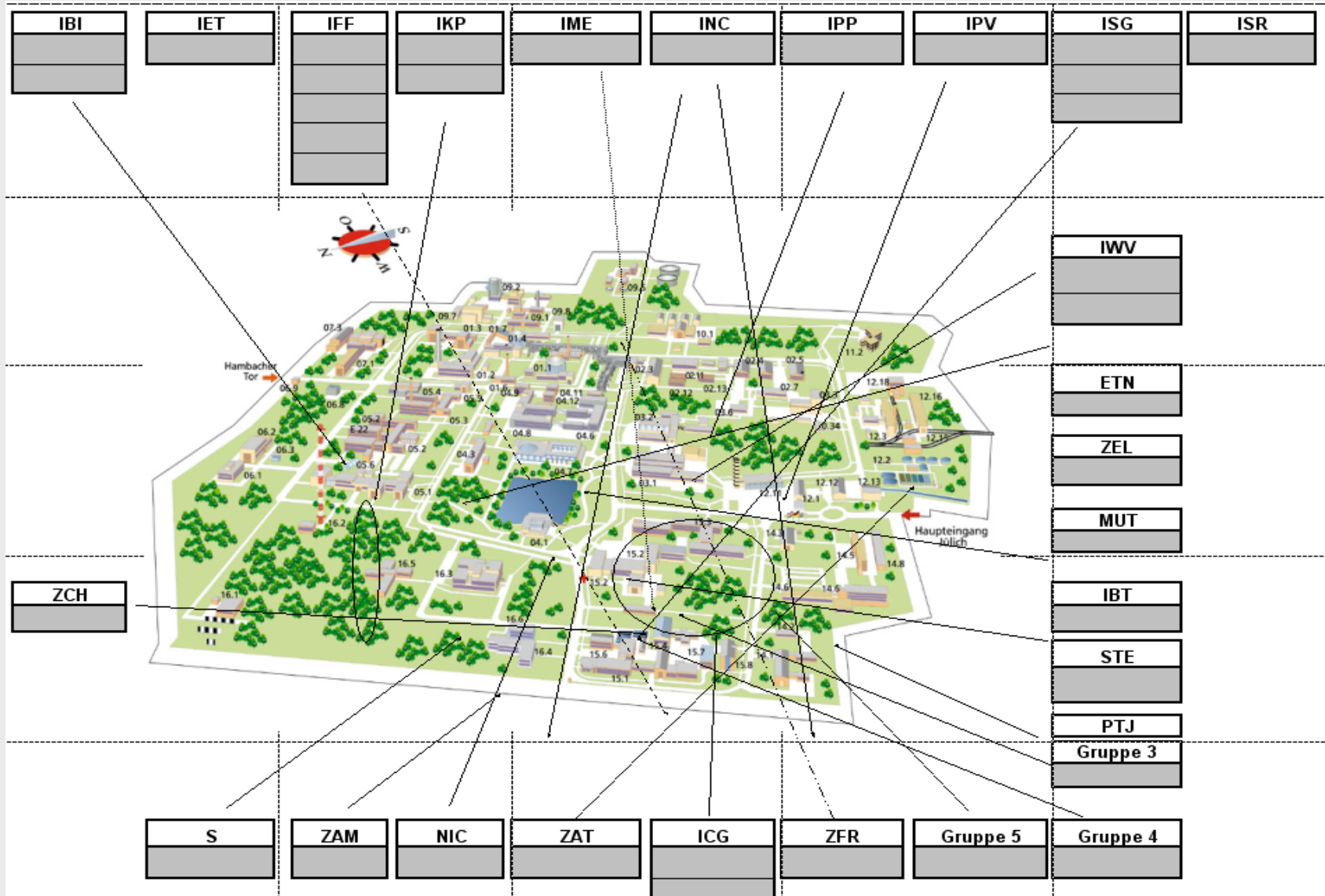
CRM: Institute Libraries



CRM: Contacts via the Subject Specialists



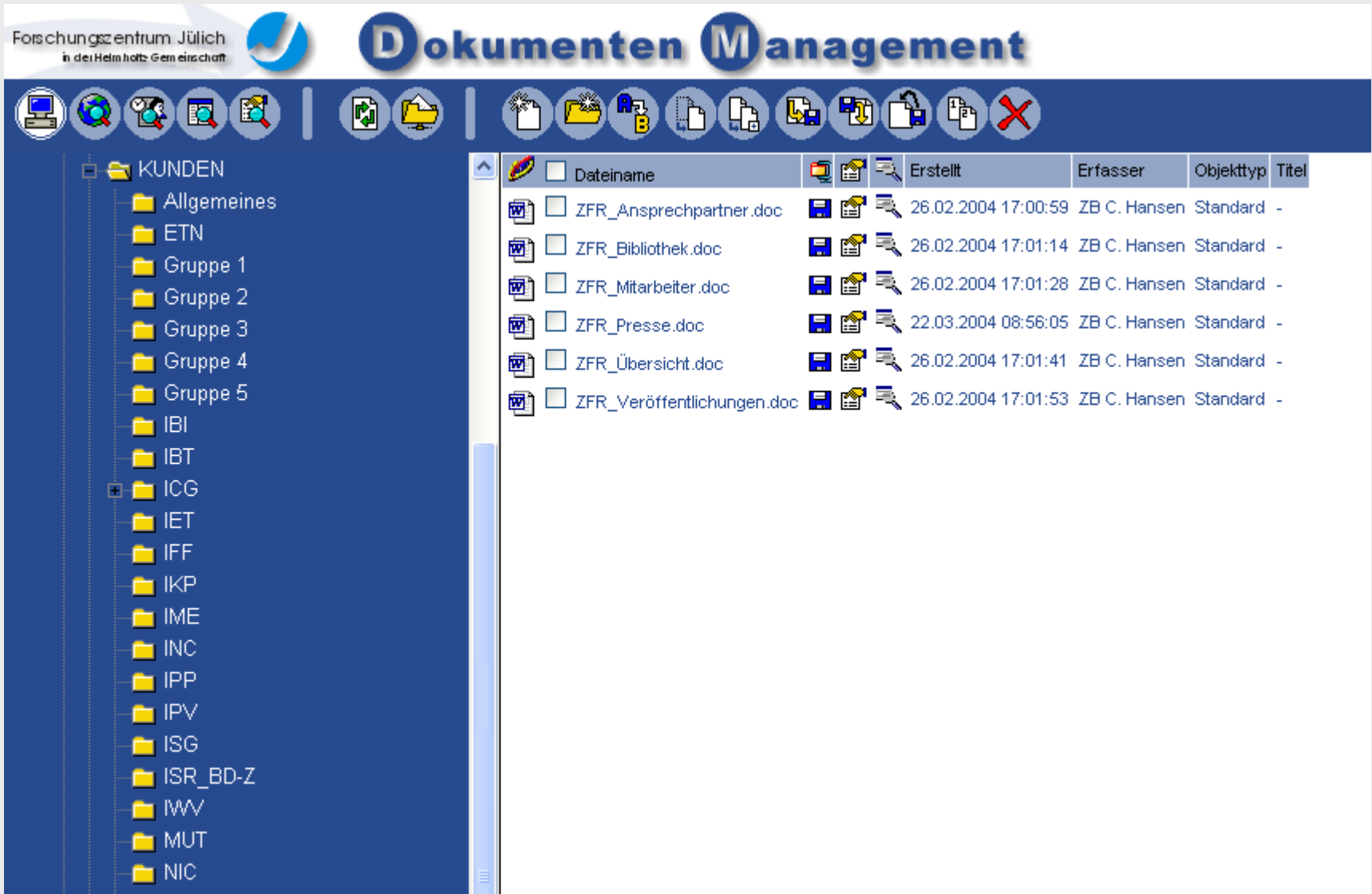
CRM: Outreach Services



CRM: Outreach Services

Forschungszentrum Jülich
in der Helmholtz-Gemeinschaft

Dokumenten Management



Dateiname	Erstellt	Erfasser	Objekttyp	Titel
ZFR_Ansprechpartner.doc	26.02.2004 17:00:59	ZB C. Hansen	Standard	-
ZFR_Bibliothek.doc	26.02.2004 17:01:14	ZB C. Hansen	Standard	-
ZFR_Mitarbeiter.doc	26.02.2004 17:01:28	ZB C. Hansen	Standard	-
ZFR_Presse.doc	22.03.2004 08:56:05	ZB C. Hansen	Standard	-
ZFR_Übersicht.doc	26.02.2004 17:01:41	ZB C. Hansen	Standard	-
ZFR_Veröffentlichungen.doc	26.02.2004 17:01:53	ZB C. Hansen	Standard	-

CRM: Newsletter

Test access to biomedical encyclopedias

Until 9 March 2005, the Central Library is offering readers test access on the intranet to selected electronic encyclopedias (Encyclopedia of Biological Chemistry, Encyclopedia of Food Microbiology and Encyclopedia of Genetics) from the Elsevier publishing house.

Your feedback is important for us! After the test phase is over we will evaluate your feedback and decide whether ZB should subscribe to these encyclopedias.

Please keep in mind the restrictions of the copyright law when searching the publications. Systematic downloading of complete works is forbidden and endangers the good relations with publishing houses and content providers.

Please send your comments and also any questions or suggestions to:

Dr. Bernhard Mittermaier (Head User Services)

Contact: ☎ 5221; ✉ b.mittermaier@fz-juelich.de



➤ [Further Information](#)

... contains about 500 articles on the entire spectrum of biological chemistry.

The titles of the individual chapters are:

- ☐ Lipids, Carbohydrates, Membranes and Membrane Proteins
- ☐ Metabolism, Vitamins and Hormones
- ☐ Cell Architecture and Function
- ☐ Protein/Enzyme Structure, Function and Degradation
- ☐ Bioenergetics
- ☐ Molecular Biology

CRM: Regular Training Courses



CRM: Bibliometric Research



Eugene Garfield

report
b
message
b



Summary

The facts:

- The customer is king
- Essential to keep customers loyal
- CRM will help

What we have done:

- ✓ Established CRM
- ✓ Raised staff consciousness
- ✓ New business segments /proactive
- ✓ Professionalization of marketing

What's to be done:

- Permanent checking of customers' wishes
- Continuous review of the portfolio
- Permanent staff motivation

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